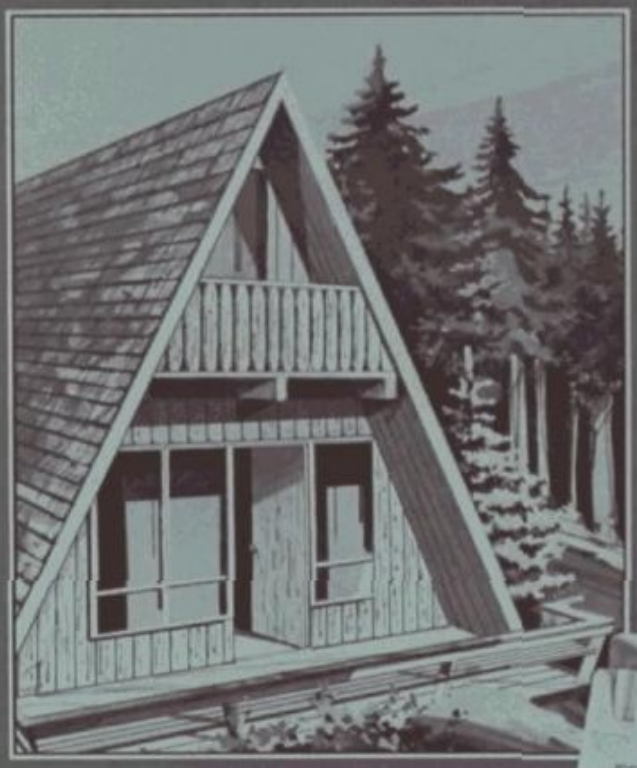
LEO BURNETT COMPANY, *Inc.*
Ad No. S-2339 – A-Frame Sweepstakes – Req. No. 81994 – B&W Bleed Page – 8½ x 11 – Tobacco Trade (A)
Printed in U.S.A.



One distributor salesman will win this A-frame home, or $10,000 in the

BENSON & HEDGES

MULTIFILTER

"Cash-In Sales Drive"

A distributor salesman can win this magnificent first prize, plus up to $5,000 delivery and finishing costs. Or he may elect to take $10,000 cash.

This is the biggest Multifilter sales program in history. In addition, Multifilter receives strong point-of-purchase support as well as national advertising.

The sales period is April 2 through April 28, 1973. Make Multifilter move. Check your Philip Morris representative for details.

ANOTHER SALES-BUILDING PROGRAM FROM

Philip Morris USA

Source: https://www.industrydocuments.ucsf.edu/docs/rlhx0001